

# **EXHIBIT B**



# iTunes Store Gift Cards

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Apple Market Research & Analysis  
December, 2008

Plaintiffs' Smartflash Exhibit  
Smartflash LLC v. Apple Inc. et al.

**PX756**

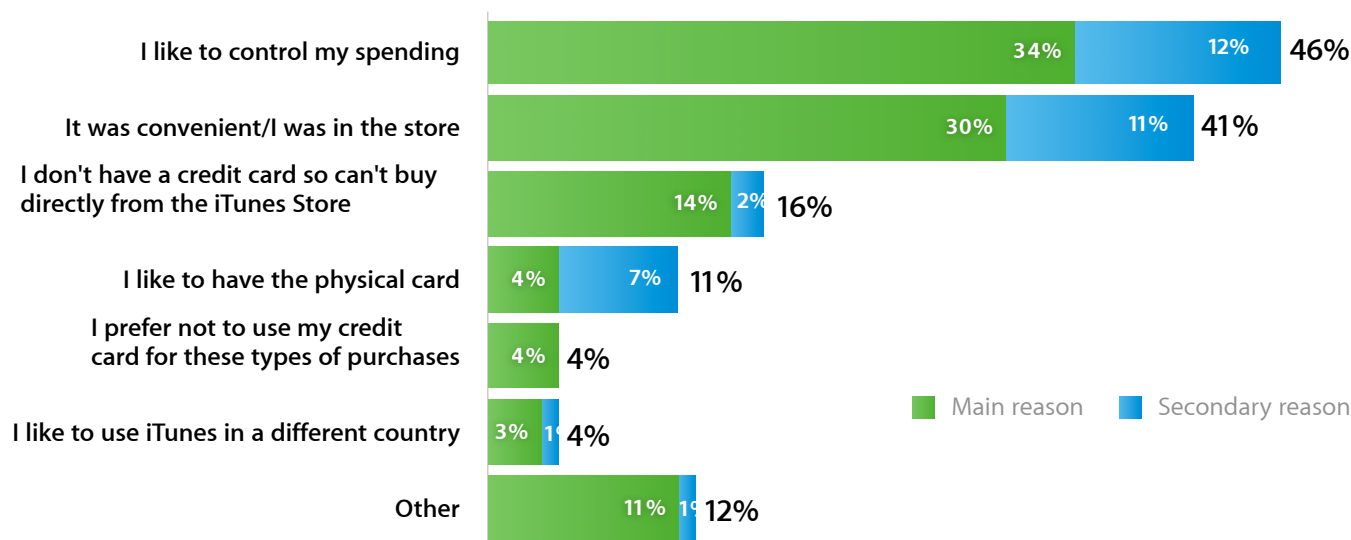
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## Controlling spending and convenience are main drivers for personal-use purchases



### Purchase motivations for self

Purchased gift card for self, N=363

Q14. What motivated you to purchase an iTunes Gift Card for yourself?  
Note: Chart labels of less than 3% have been removed.



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